June - 1957

Report from Washington...

The long-anticipated Centennial was celebrated in a week-long round of exhibits, parties, dinners, publicity and speech-packed seminars . . . To the relief of a tired Institute staff it is now history — and the AIA's second century is off to a glorious start . . .



OFFICIAL JOURNAL OF THE FLORIDA ASSOCIATION OF ARCHITECTS OF THE AMERICAN INSTITUTE OF ARCHITECTS

The Florida Architect

VOLUME 7 **JUNE, 1957** **NUMBER 6**

CONTENTS

THE COVER

President Leon Chatelain, Jr., FAIA, achieved what was probably an undreamed of distinction when he became the only man in the world to preside over the 100th Anniversary Celebration of the world's largest professional organization for architects. He made the most of it by acquitting himself well and by being very busy indeed throughout the week-long AIA Convention last month. The presentation and parties, seminars and speeches and politics and publicity combined to round out an interlude which neither President Chatelain or any of his attendant colleagues will soon forget.

PUBLICATION COMMITTEE — H. Samuel Krusé, Chairman, G. Clinton Gamble, T. Trip Russell. Editor — Roger W. Sherman.

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Hedge Against Mistakes

Professional Liability Insurance can help take the economic sting out of the sometimes costly mistakes of errors or omissions. Once difficult to obtain, it's now readily available with policy coverage and rates tailored to your needs.

"A *Mistake*," goes the saying, "*Is something a Doctor can bury, an Accountant can cover up, but an Architect is sued for.*"

That saying probes too close for comfort as concerns the architect. Of course, not every architect's mistake is, in itself, an open door to a law suit. But at best it's a source of embarrassment which — though it may not kill his practice — will not enhance his professional reputation with his client-public.

At the worst the ugly trio of *negligent acts, errors* or *omissions* can wipe out, almost overnight, the tangible fruits of a whole career. The covering phrase, "professional malpractice," driven soundly home under a diabolical set of circumstances can cost an architect not only his means of livelihood and his backlog of financial security. It can also stigmatize his professional competency to the point of ruin. The fortunate fact that such an extremity is rare doesn't lessen the possibility of its occurrance.

The only complete and final hedge against this possibility lies in top-flight professional performance — care and competence in every phase of architectural practice. But in spite of everything mistakes may occur. The inevitable human element, teamed with the increasing technical complexities of modern construction, can easily, and at any time, hatch an error which can just as easily remain unseen until it has grown to such dimensions as to finally reveal itself as a stark example of "negligence" at a crucial stage of the construction program.

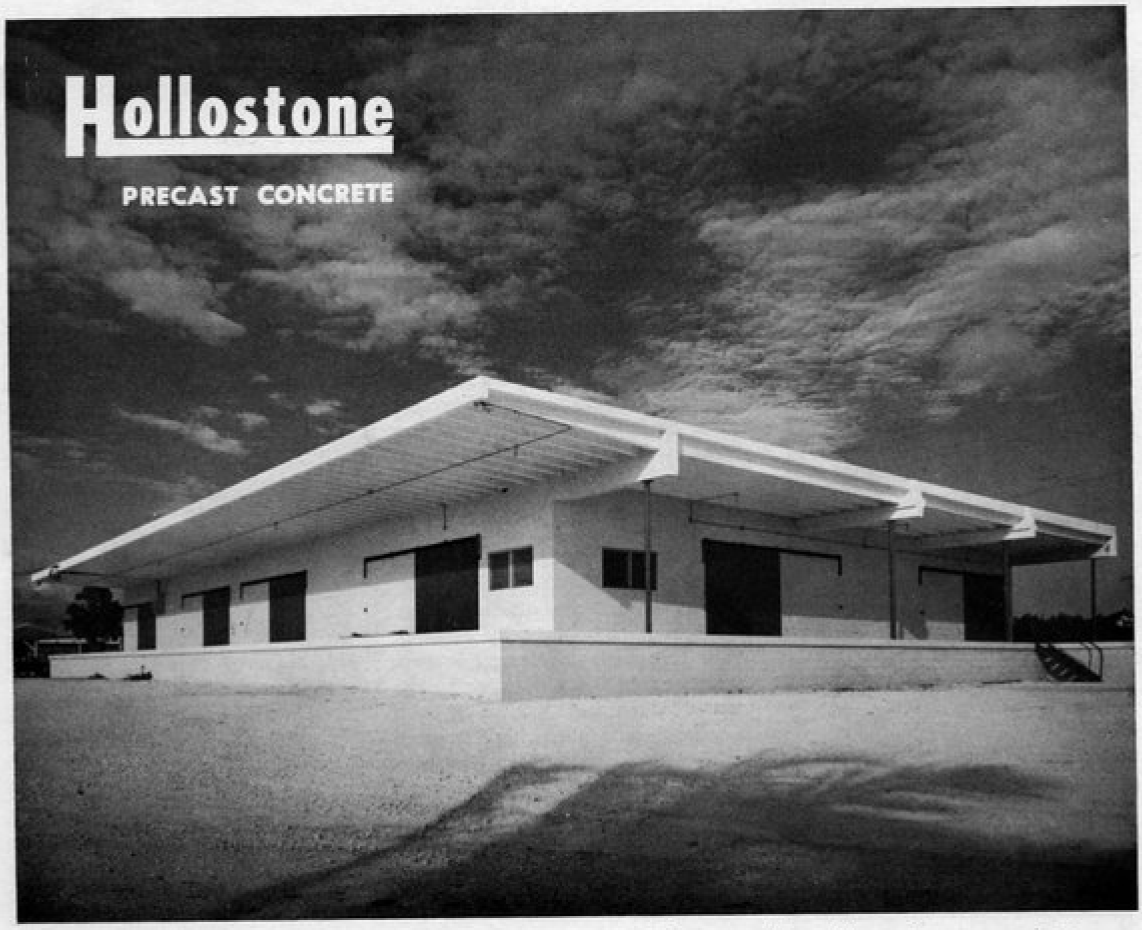
On one job it was a "minor" error. A series of I-beam flanges had to be burned smooth to provide the reveals for which a curtain wall of expensive granite had been designed, cut and delivered. In another instance the oversight was more serious. Three full stories of a reinforced concrete apartment house had been formed, poured and stripped before either contractor or architect — or owner or building inspector — noticed that no provision whatever had been made for either elevators or stairways! And the repercussions of more than one recent structural failure are still fresh in the minds of Florida's building fraternity.

Once such errors show themselves, there is no way to avoid the *professional* impact of their existence. But the *economic* consequences can, in large measure, be guarded against. The medium is insurance — *professional liability insurance* which, for the first time ever, is now available, through a domestic underwriter, to any AIA architect in Florida.

That availability is the result of more than two years of active research by an AIA committee, working with a number of insurance companies and underwriters. The outcome of that research is a policy which is unique in the insurance field. It is also one of the most complicated policies in existence so far as the technicalities of rating and adjusting are concerned. But to an architect, busy with the mounting complexities of many and varied projects and straining the capabilities of his staff tightly to meet a constant series of completion dates, it can be an economic lifesaver — the stout and timely aid needed to prevent his drowning in an angry sea of litigation.

In two particulars professional liability insurance is just like any other type of insurance. First, it costs money. Second, it appears to be a dormant intangible until development of conditions covered by a policy trigger its provisions into active operation. But there the similarity diverges sharply. With most insurance — even that of a "professional" character and application — both coverage and rates are definite and specific. So much protection for so much money for such and such a period or under such and such conditions.

(Continued on Page 24)



Warehouse building for H. L. Cox & Son, Princeton, Florida. Harry E. Penney, architect; Linton Connor, general contractor. Hollostone pre-cast structural beams and Twin T roof panels provide a 15-foot cantilever over loading dock.

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Preparation Seminars

The Mid-Florida Chapter's classroom program is proving popular and practical as a help to candidates for registration

By JOHN LANGLEY

"If you can't get Mohammed to the mountain, then bring the mountain to Mohammed." This is the philosophy which brought about the series of Professional Seminars now being sponsored by the Mid-Florida Chapter.

These Seminars were designed to help two groups. The first includes those men preparing for the state licensing exam. Men who need refreshing on subjects which they are not given an opportunity to work at in the present employment or those suffering from "handbookitus." The second group is comprised of men who have come into architecture from other fields — as building construction, fine arts, etc.—and who need basic instruction. It would have been best for all of these men to go back to college, but money, time and location being what it was, Mid-Florida Chapter has attempted to bring college back to the men.

The Seminars meet two nights a week at Winter Park High School (when instructors are available) and were set up this year to cover Professional Practice, Methods and Materials, History, Strength of Materials and Statics, Mechanical and Electrical Equipment, Concrete, Steel and Wood Construction. It is planned that next fall there will be seminars in Site Planning, Advanced Engineering and Theory of Design.

The instructional staff, as might be expected, has presented the biggest hurdle. Five basic plans have been tried, as follows:

1. *One volunteer instructor per session*: This was used in the Professional Practice Seminar with leading architects in the Chapter taking separate chapters in the AIA Professional Practice Handbook.

2. *Paid instructor for full seminar*: Pay was really only a token amounting to one dollar per session per member. With larger classes this would work well if instructors can be found.

3. *Self help*: Each member took a specific era of Architectural History and reported to the group. Only the outcome of the exam will tell if this has worked.

4. *Outside Vendors*: In the methods and materials of architectural construction seminar men from local supply houses and producers have come and spent an evening discussing their products. Field trips offered by this

(Continued on Page 23)



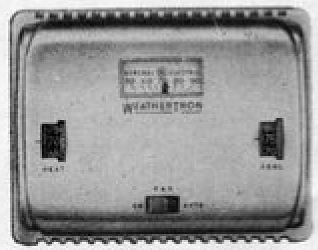
Here's a typical classroom scene as students of the Mid-Florida Chapter's training program develops to prepare candidates for registration exams.

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The New Problem of Old Downtown

The problem is much the same in any city in any section of the country. What to do about solving it was the subject of a talk by PHILIP M. TALBOTT, president, U. S. Chamber of Commerce, at the AIA Convention session on "The Future of the City". Published here is the conclusive portion of that talk.

Downtown is not an illusion. It is a living, vital force in community life.

Traditionally, America's main streets have been, and still are, America's backbone. They have been, and exist today, as the centers of our national, economic, social and cultural lives. To our citizens, Downtown has always meant the hub of our activity. To you and me it has meant the world's greatest shopping center, the nerve center of our community, its guiding influence and the heart of the trading area. As such it is the very essence of our enterprises.

The problems of Downtown have become a major issue for our entire economy, in local government and for the public at large, because Downtown is known for more than its great stores. It is the hub, the lifeline of every community and every city. It stands as the center of our nation's financial life, boasting the offices, banks and business enterprises that maintain the flow of goods and services throughout our country.

Remember, too, it is the focal point of all transportation systems, and the crossroads of communications. Wherever it may be, Downtown is the heart of all activity, and from Downtown emanate the economic impulses that maintain our farms and factories, our governments and industries.

No matter what the community, its tax rolls will indicate that its major tax income is derived from its Downtown area. The taxes that Downtown pays go a long way to supporting local government and its public services. If we could follow those tax dollars, we would see them at work in our police and fire departments, our school systems, our health facilities and in every single facet of community life. They are a major source of the services that make a community a good community, and make it desirable as a place in which to live, work and shop.

In contrast, if Downtown suffers as a market place, its income suffers and the tax monies it provides must fall. The obvious result is a detrimental and serious effect upon the entire community.

Problems exist Downtown, but I do not recognize Downtown itself as a problem. Its problems are not insurmountable. Their solution is a project in which every segment of business and civic life must cooperate if we are to maintain our cities in their rightful and traditional position.

There is nothing wrong with Downtown that the interest and joint action of a community's leading citizens cannot correct.

If I were to recommend to you a check list for action on the vitalization of Downtown, I would include these immediate objectives.

First and of utmost importance is the organization of a small but representative group of business and civic leaders to establish a program which has as its sole objective, an economically, culturally, and socially strong Downtown area. The committee should be small; composed of men with prestige standing—successful in their chosen vocations, and with a personal interest in Downtown.

Once organized, that small but representative committee should devote itself to the prime sources of the Downtown problem itself. There are eleven main objectives which stand out in almost every community that has undertaken a Downtown vitalization program. They are:

1. *By-passing highways around the downtown district to relieve traffic congestion.*

2. *Elimination and beautification of slum sections.*

3. *Ways and means of providing off-street parking facilities and garages.*

4. *Off-street mass transit terminals to prevent the blocking of streets by busses that are not moving, or loading and unloading passengers.*

5. *The construction of expressways for "thru" traffic.*

6. *Easing of traffic congestion through the provision of one way streets in congested areas.*

7. *The provision of fringe parking areas outside the business districts from which public transport to Downtown is available on a frequent schedule.*

8. *The existence of bus systems confined to Downtown and oscillating within major Downtown terminals to shuttle passengers within the Downtown district itself.*

9. *Traffic and pedestrian subways under major Downtown crossings to speed the flow of traffic.*

10. *Study of all building codes to determine if parking space can be provided in new buildings, and that they are so constructed as to provide helicopter landing areas.*

11. *Improvements made in downtown buildings and fixtures should be publicized—such publicity has a psychological effect on property owners, and inspires confidence in the public as well as their own business interests —and may suggest further improvements.*

In every city and town the challenge exists. But this is not a challenge for the proverbial George. It is a challenge for everyone, because a sick Downtown district spreads its infection into every area of community life.

When Downtown falters, all business within its influence falters, and so does the community itself.

Downtown is more than a business center. Downtown is everybody's business.



Here is part of the Florida AIA contingent which attended the Centennial Celebration. Left to right, back row: Roland W. Sellew, Kenneth Jacobson, Irving Horsey, Clinton Gamble, William P. Greening, John M. Evans, John Stetson. Front row: Maurice E. Holley, Hilliard T. Smith, William B. Harvard, Edgar S. Wortman, Anthony L. Pullara, Thomas Larrick, Sanford W. Goin, FAIA., W. Kenneth Miller and Dr. Turpin C. Bannister, FAIA. . . . . Other Florida architects attending the Convention included: Joseph L. Wilkes, John L. R. Grand, Robert B. Murphy, Richard B. Rogers, Morton T. Ironmonger, Horace H. Hamlin, Elliott B. Hadley, Archie G. Parish, FAIA, William R. Gomon, Walter B. Schultz, Scott B. Arnold, James Deen, James E. Ferguson, H. Samuel Kruse, Robert M. Little, Edwin T. Reeder, Herbert Savage, Jerry P. Simmons, Robert Fitch Smith and Wahl J. Snyder, II.

REPORT FROM WASHINGTON

SEAL·OF·THE·AMERICAN·INSTITVTE·OF·ARCHITECTS· ·MDCCCLVII·

The Centennial Celebration

MAY 13 to 17, 1957

The long-heralded AIA Centennial Celebration—the Institute's 89th Annual Convention—made professional history in more ways than one. It was probably the most publicized gathering in the profession's experience. It was certainly one of the best organized. And it assembled, for edification of a near-record attendance, a roster of top-flight brains from the varied fields of arts, technology, government and business. The Institute staff and the Washington-Metropolitan Chapter as hosts outdid themselves to justify the advanced billing of the once-in-a-century meeting. The week of May 13 to 17, 1957, will undoubtedly be long remembered by all who were fortunate enough to spend it in Washington.

Unlike the Los Angeles Convention last year, each convention day had been planned to treat with only a few specific subjects. It was therefore possible for conventionees to attend each scheduled meeting without the fear they might be missing some other seminar of special interest or significance. As one result, the audience at almost every session was substantial.

This year, too, the Convention was organized differently than in former years. Registration started at 2:00 P.M. on Sunday, May 12, and the Centennial Celebration program opened officially Monday evening, with President LEON CHATELAIN, JR., FAIA, presiding. The Convention's keynote address was presented by EDWARD A. WEEKS, JR., editor of the *Atlantic Monthly*, who will be remembered as the keynoter of the Institute's 88th Convention at Boston in 1954. The title of Mr. Weeks' talk was "Buildings Which Shape Our Lives," but much of it was taken up with somewhat nostalgic comments on the centennial observation which the *Atlantic* itself is planning for the fall of this year.

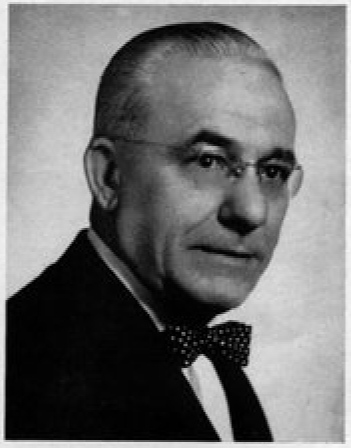
The host chapter had arranged a series of aerial and bus tours of Washington and its environs during the day. Sunday afternoon had given an opportunity to tour the National Cathedral; and Wednesday afternoon, following the business session, the host chapter had also arranged for a cruise down the Potomac. Otherwise the four active Convention days were packed with speeches and business sessions — some at the Shoreham, official headquarters, but jumping to the Sheraton-Park, the National Gallery of Art—for the President's Reception and opening of the architectural exhibit on Tuesday evening—and Constitution Hall for the "Future of the City" session Thursday afternoon.

This shuttling about caused unavoidable inconvenience. For one thing transportation was somewhat spotty; and for another the weather was something less than the perfection we know in Florida. Spring in Washington is marked by sudden and gusty rain squalls; and during the week most everybody got wet at least once. But the weather put no damper on speeches! Eighteen of these had been scheduled—not including the keynote address nor the inevitable "remarks" incident to presentation and acceptance of honors and awards and the extemporaneous courtesies of introductions.

The general session of Tuesday disposed of "The New World of Technology" in a generalized address by Dr. DETLEV W. BRONK, president of the National Academy of Sciences, and "The New World of Ideas" as visioned by PAUL G. HOFFMAN, U. S. Representative to the U. N. General Assembly. This last turned out to be a 14-page discussion of our policy towards Russia and a plug for foreign economic aid—which Mr. Hoffman stated was a "very modest" request for 3 billion, 900 million dollars!

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Parish Awarded Fellowship



Archie Gale Parish, FAIA

At the Annual Dinner of the AIA Convention, held May 16 in Washington, ARCHIE GALE PARISH, of St. Petersburg, was elevated to Institute Fellowship for public service and service to the Institute. This year, as last, only one architect from Florida was so honored.

The selection of Archie Parish for that honor is as welcome to his professional colleagues as it is justified by the record of his service. Born in Minneapolis in 1898, he came to Florida during the great depression after scholastic training which included courses in Dunwoody Institute, Unniversity of Minneapolis and the Beaux Arts Institute. His headquarters became St. Petersburg; and for almost 25 years he has unselfishly utilized his professional training and experience for the benefit of that community. He was a member of the Board of Zoning Appeals, has been a member of the Materials Board since 1935, Chairman of the Code Committee since 1945. For many years he has been a member of the State Board of Architecture and served as that body's president in 1946-47 and again in 1952-53. He is a member of the Florida Central Chapter, was its Secretary for five years and president during 1945-46.

Centennial Celebration . . .

(Continued from Page 9)

Tuesday's opening luncheon at the Shoreham Terrace (wet and windy) was all President Chatelain. He presided, saw to the introduction of distinguished guests and delivered an address. His subject, "Housing Our New Society," must have touched a familiar chord in those who attended the merchant housing seminar of the Los Angeles Convention—or even those at home who have whipped up a reading acquaintance with *"House and Home."* He looked generally at the housing market, the extent of its potential, the broad possibilities of its development by architects working side by side with merchant builders and the industry of prefabrication. He found all of them promising, shed a brief tear over the thought that "we must reluctantly abandon the idea of designing for individual needs and tastes" and called on architects to adapt their charges and professional services to the exegencies of the "residential housing field" and thus "satisfy the high ideals of our profession, the needs of our home builders and our responsibilities to the American people."

The Centennial Celebration went on in that same general vein through Friday! Tuesday afternoon the topic was "Environment and the Individual" — chairmanned by DR. JOHN E. BURCHARD whose superlative keynote address was by far the high point of last year's convention, DR. GEORGE H. T. KIMBLE, director, the 20th Century Fund Survey of Tropical Africa, drew a grim outline of increasing wastages and dwindling natural resources.DR. PAUL TILLICH, University Professor at Harvard, offered a somewhat esoteric comment on the psychological influences of environment. DR. MILLICENT C. MCINTOSH, president of Barnard College, briefly sketched the paradox of apparently insoluble problems facing an age and country of unprecedented opportunity and privilege.

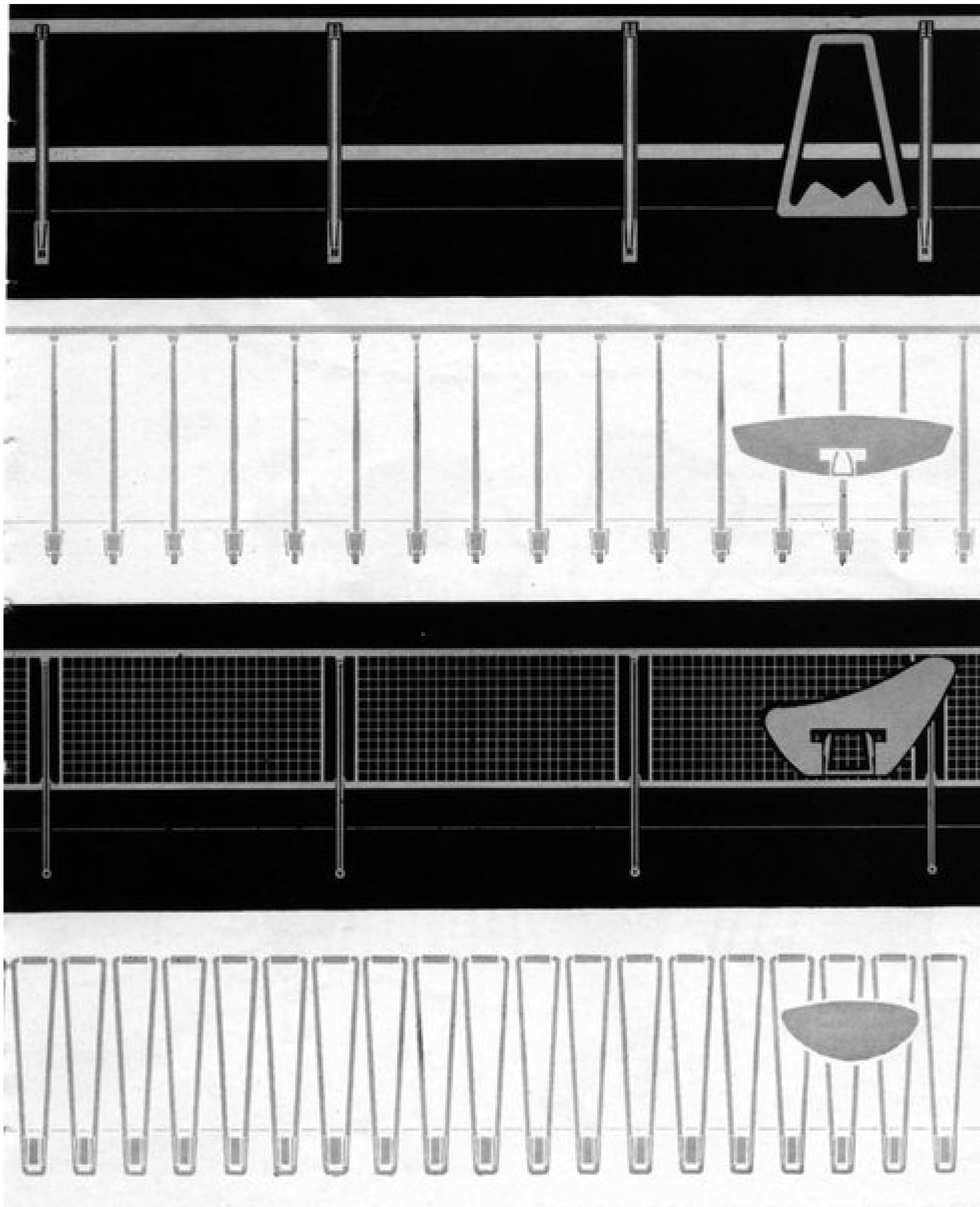
Wednesday morning MISS LILLIAN GISH and DR. HOWARD MITCHELL plumped for wider Federal recognition of the Fine Arts. And Thursday afternoon's discussion centered on "The Future of the City" with cogent comments by CARL FEISS, FAIA, PHILIP M. TALBOTT, President, Chamber of Commerce of the U.S., and U.S. Senator JOSEPH S. CLARK—which, hopefully, may appear in these pages in due time.

Came Thursday evening and the Annual Dinner. Announcement of election returns indicated all present officers had been retained for another

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President Eisenhower appears slightly incredulous upon receiving from AIA President Leon Chatelain, Jr., FAIA, a Gold Medal as a special commemoration of the Institute's Centennial Celebration and 89th Annual Convention. Later the President told reporters he wondered what he had done "to deserve the medal."



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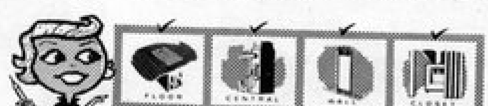
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A Cabinet Post for Art



Miss LILLIAN GISH, famed for her movie, stage and TV roles, was one of many top-flight Celebration speakers. During the seminar on "The Arts in Modern Society," she proposed that architects support a movement to include a Secretary of Art and Science in the presidential cabinet.

I believe the Government should play a definite role in encouraging the arts in America. To date our country's official interest has been outstanding by its absence. Such neglect could not have been the intention of our Founding Fathers, else our first president would not have commissioned the French architect Pierre Charles L'Enfant to draw plans for this city. As you know, he only worked one year when he was dismissed because of his "untoward disposition" though his plan was in general followed. Our third president, Jefferson, supervised the building of his own beautiful home and our lovely University of Virginia.

In France, Napoleon the III with the help of Haussman planned Paris as it exists today. Without the Greek statesman, Pericles, who was a patron of the arts, the Acropolis could not have been planned and rebuilt after the Persian War. The Greek population was brought up to be sensitive to it, to criticize it and to be proud of it.

This new nation, growing so swiftly, had better pause and look to its future here at home. Since 1917 we seem to have concentrated on other lands more than on our own. We have given away many billions to others while our own shrines come down one by one for lack of funds to care for them. Why? Because the artist has no Court of Appeals as the Laboring Man, the War Lord or the business man. They all have a Secretary in the President's Cabinet; but not the Artist, not the Scientist. He does not exist in our Republic.

When they opened the George Washington Bridge, that dream of beauty over the Hudson in New York, President Roosevelt came up from Washington, the Governors from all the States around, the Mayors and bands played for hundreds of thousands of people. But they forgot to ask the *Architect!* Of all the hundreds of people I have asked if they knew the name of the man or men who created this beautiful bridge, only one person knew and he was an architect. When the brochure was prepared for cornerstone laying of New State Department Building, all participating officials, all responsible government officials, contractors, etc. were listed, but *not* the architects.

You architects are not entirely blameless. You remind me of my own family, who believe a lady should have her name in the public print just three times—when she is born, when she is married and when she dies. In my lifetime I have heard of only two architects: Frank Lloyd Wright, God bless him for what he has done to make even the word "Architecture" known to us; and the other is a memory of my childhood, Stanford White, who got shot. A prizefighter gets more publicity and in some instances a truck driver is better paid. It would seem that our system of values has reached an Alice in Wonderland absurdity, worthy only of satire.

A nation is great only when the essence of its mind and spirit is great. We judge every ancient culture by its Works of Art. Why should we not judge ourselves by the same standard? Think for a moment what we would be like without the contribution of our Rockefellers, Ford, Mellons, Carnegie and others of our great philanthropists. Where will we find the great, generous and farsighted men in the future? Who will have enough private capital to restore Williamsburg? Where will we get our art collections to equal Widener, Kress, Chester, Dale and Cone. Our enormous taxes make it less likely that we shall have men and families like these in our future. Such great sums of money are going to the Federal Government. Billions for arms and armies to defend this country and not one cent for the background and beauty which these arms and men defend. Why should our government not take some responsibility and give us a Secretary of Fine Arts independent of the party in power, who would devote himself solely to getting the best possible assistance to help and advise each branch of the Arts? This is really one of the most essential things for a Government to consider.

For Art, the most lasting product of a Civilization, had no value that can be assessed in money. Imagine trying to sell the Parthenon, a Mozart Mass, or Paradise Lost today. Yet Art is the only lasting aristocracy. Kings come and go; Countries, Governments come and go—only Art remains. You and you and you, more than any other, are the unsung artists of our time. You have the ways and means to reach every part of this Nation.

Nothing lasting is ever put into construction without a plan and solid structure. You devise the plan and let the Government put up the structure which is recognition and some authority in your case. You have to look ahead since you build for tomorrow. You are the future. As an Artist you come pretty near to working in eternity. You start with a plan for a Church, a House, or a Bridge. Then why not a plan for our Cities that will enrich living by placing all the needs of the populace within harmonious reach in beautiful surroundings? That could end the confusion of running in narrow streets, many of which originally were cow-paths from one end of town to another looking for a

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Cabinet Post . . .

(Continued from Page 13)

hairpin. Does this sound fantastic? As you move through the United States, growing so swiftly, it is not too late for planned cities instead of those that "just growed" like Topsy.

Every town or city place has something of which it is proud and would like to keep lovely or make beautiful. At Phoenix, where we were playing a few weeks ago, the natives pointed with pride at their camel-backed mountain, but told us it was being ruined and would soon look like any hillside dotted with houses. You are the ones to preserve our landmarks, the parks we already have, and to see to it that other parks are made in this swiftly expanding land, But for this you must have authority and help.

If you agree that we need a Secretary of Art and Science, will you not devise a plan to be submitted with the plans of all the other branches of the Arts and Science so that we may take it to the White House. Our President has already gone on record and said that something should be done for the Arts. Now it is up to us to tell him what that something is. Since he gave us a Secretary of Health, Education and Welfare, because he believed it was a good thing for the Country (and by the way since then there has been *one grant alone* of half a billion dollars) if we can persuade him that our cause has an equal value to the future of America, we have every reason to hope that this dedicated man will support us in every way. Canada has its Minister of Fine Arts. The British Government is a Patron of the Arts. In 1950-51 their expenditure was $81,-998,000. Sweden, France, Italy—

In Austria the summer before last, we were looking at one of Fisher Von Erhlick's (an Austrian architect of several centuries ago) lovely buildings when two school children, around 11 or 12, came by and told us that if we liked his work we could find a much better example two blocks further down the street. All the cultured nations of the world look to their artists to help build and preserve their civilizations. Every nation in the world except ours! If you share my belief that we need this recognition, please work on your plan and make the artists of our country at long last belong to our country.

News & Notes

Three Native Sons Win AIA House Awards

Of the 12 architects whose residential designs won them "Homes for Living Awards" at the AIA Centennial Convention, three were from Florida. And of these, one took two of the four honors for custom-built houses.

The awards were given for the best architect-designed houses — both in custom-built and mass-produced categories — completed in the East from 1954 through 1956. MARK HAMPTON, of Tampa, won first awards in Class A —houses under 1600 sq. ft.—and in Class B—between 1600 and 2800 sq. ft.—for private residences in Lake Wales.

An award of merit went to GENE LEEDY, of Winter Haven for a merchant-built house in Bartow in the Class B category (cost, $15,000 to $20,000). ROBERT C. BROWARD of Jacksonville won an honorable mention for his design in the Class C merchant-built category for houses costing above $20,000.

It is hoped that these prize-winning designs can be published fully in a forthcoming issue of *The Florida Architect.*

Chapter Seminar Can Offer Profitable Fun

The May meeting of the Florida South Chapter featured a program which might well prove both popular and profitable elsewhere. Sitting as a guest panel after the Chapter's dinner meeting were a decorator, JAMES MERRICK SMITH, an engineer, AL OBLER, JOHN AVANT, a contractor and OTIS DUNAN, representing the viewpoint of the material suppliers. Moderator of the panel was FRANK E. WATSON. And the idea was to get the guests talking about what architects weren't doing that they should do and vice versa.

In spite of Watson's needling to get the barbs slinging across the table, general good humor prevailed — though a number of pointed suggestions were offered by each panelist. Obler made a plea that designers call in an engineer early, preferably when

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Grouped around the head table are, left to right, Joel Sayers, Mrs. A. H. Thurman, Mr. and Mrs. Franklin Stupka, Mr. and Mrs. Sig Greene, Edgar S. Wortman, FAA president, Mrs. Francis R. Walton, Francis R. Walton, William P. Greening, president of the Daytona Beach Chapter, Mrs. Hazel Mason, and Mr. and Mrs. Frank Pyle.



Daytona Throws A Ball!

It was a Beaux Arts Ball with all the traditional costumes and trimmings for more than 100 couples the night of Saturday, April 27. The Bath and Tennis Club was the site of the party in which the revelers had fun at not being themselves. The affair was sponsored by members of the Daytona Beach Chapter and was counted enough of a success to become an annual event.

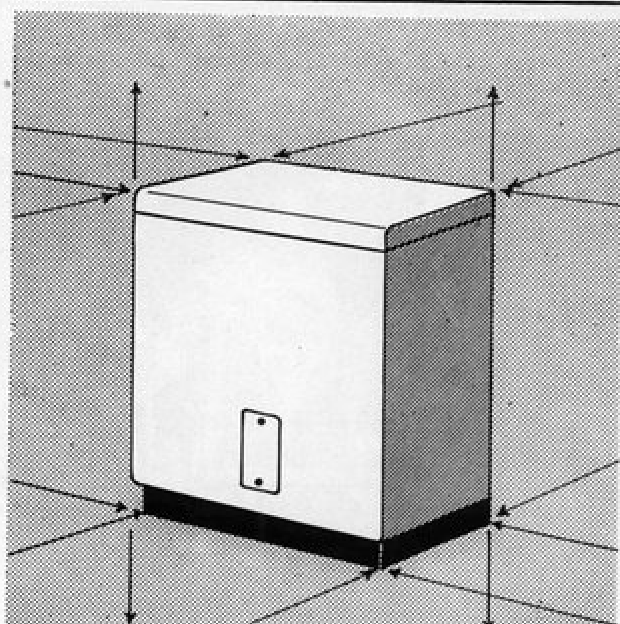




Costumes which won Mr. and Mrs. Sylvan Wells a trip to Nassau, were identified as Raggedy Ann and Raggedy Andy, left.

Second prize went to Nancy Butts Stevens, right, who won the abstract sculpture she is holding. Third prize, a Matisse print, was won by J. B. Sullivan for his costume inspired by the scope and technicalities of architects' work, far right.





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the client's physical needs are being developed. This, he said, would avoid possible later complications and might result in substantial money savings in many cases.

Smith's comments were similar in character. He stressed the point that planning is often made easier if client, architect and decorator can discuss the furnishing needs before space limitations have been frozen. And he said that decorator consultation on a time basis could accomplish that result. He named a consultation fee of $25 per hour and combined voices from the architects murmured, "I'll work for that rate any day!"

Avant touched on possible improvements in bidding procedures and asked the architects to give contractors more time to prepare bids properly. He also suggested bidders lists should be grouped according to skill and size of organization.

For the material men Dunan pleaded with architects to find out whether or not the materials wanted are available locally before a specification is finally completed. He stated that specifications left open to such matters as color, texture and price were increasing building costs unnecessarily.

No world-shaking conclusions came from the panel discussions. But as the evening wore on it was evident that the give-and-take between the architects and the guest-representatives of the men and groups with which they work had been constructive and a lot of fun as well.

At the same meeting the Chapter unanimously endorsed a resolution by Samuel Kruse, FAA Secretary and former Florida South Chapter president, that the Chapter approve the principle of county home rule and the Greater Miami metropolitan charter.

Award to Miss Manley

Miss Marion I. Manley, FAIA, won added honor early last month for her contribution to the field of architecture in Dade County. The Coconut Grove architect was given the Bertha Foster Award from the Chi Omega Alumnae Association of Miami. The award is a gold medal presented an-

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Camera-caught at the April meeting of the Florida Central Chapter held in the Orange Blossom Hotel at Sarasota, left to right, Frank J. Rooney, past president of the AGC; Edgar S. Wortman, FAA president; Roland W. Sellew, president of the Florida Central Chapter, and Sanford W. Goin, FAIA, newly elected AIA Regional Director. Mr. Rooney was guest speaker at the meeting.

News & Notes

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nually by the Association to the woman selected as having made outstanding contributions to the Fine Arts in Dade County. For a number of years Miss Manley has been a member of the Coral Gables Architectural Board, the Coral Gables Zoning Commission and the Miami Planning Board. She was elevated to AIA Fellowship last year for distinguished service to the Institute.

New FAA Committee Named

FAA President EDGAR S. WORTMAN has named a three-man FAA Historical Record Committee. It includes DR. TURPIN C. BANNISTER, FAIA, chairman, GUSTAV MAAS, and FRANKLIN O. ADAMS, JR., FAIA.

Palm Beach Meeting

Speaking at the May 9 meeting of the Palm Beach Chapter, U/F Dean TURPIN C. BANNISTER forecast that by 1970 Florida would have a shortage of 800 architects. He based his statement on projected construction volumes required to fill the State's building needs based on current and anticipated growth trends.

The speaker also sketched a program of building research for the profession which would be initiated at the U/F in a Bureau of Architectural Research.

New Address . . .

The Miami Beach firm of PANCOAST, FERENDINO, SKEELS & BURNHAM has announced a change of address as of June 1. The firm's new location will be at 2575 South Bayshore Drive, Miami 33. Telephone at the new address will be HIghland 4-6518.

CHANDLER COX YONGE

Throughout the State friends will be saddened to learn of the death, May 8, at Pensacola, of CHANDLER COX YONGE. A native Floridian, Mr. Yonge was born in Pensacola in 1888, received his degree in architecture from Alabama Polytechnic Institute and later studied at Columbia University under a post-graduate scholarship. He was registered to practice in Alabama, Florida and New York and was formerly associated, among others, with JAMES GAMBLE ROGERS of Winter Park, and R. DANIEL HART of Pensacola. At the time of his death he was senior member of the Pensacola firm of YONGE, LOOK AND MORRISON.

Mr. Yonge had been a member of the AIA since 1926. He had been active in professional affairs for many years and served as a member of the Florida State Board of Architecture from 1934 to 1937.

• • BUILDERS' ROSTER • •

Contracting firms listed below have either been recommended by practicing architects in their locality or are trade association members of recognized standing. AGC—Associated General Contractors, FAEC—Florida Association of Electrical Contractors, ACI—Amer. Concrete Institute; NCMA—Natl. Concrete Masonry Assoc., NRMCA—Natl. Ready-mixed Concrete Assoc., FCPA—Florida Concrete Products Assoc. **C**—Person to contact.

— CHARLOTTE COUNTY —

GENERAL

Cleveland Construction Co., Inc.
Harborview Rd., Punta Gorda
Phone: NE 2-5911
C—Roy C. Young, Pres.—AGC

— DADE COUNTY —

GENERAL

Avant Construction Co., Inc.
360 N.W. 27th Ave., Miami
Phone: NE 5-2409
C—John L. Avant, Pres.—AGC

Edward M. Fleming Construction Co., Inc.
4121 N.W. 25th St., Miami 42
Phone: NE 5-0791
C—Ed. M. Fleming, Pres.—AGC

PAVING, GRADING

T. J. James Construction Co.
1700 N.W. 119th St., Miami
Phone: MU 8-8621
C-Randolph Young, Gen. Mgr.-AGC

— DUVAL COUNTY —

INDUSTRIAL & HEAVY

Henry G. Dupree Co.
1125 Kings Ave., Jacksonville
Phone: FL 9-6622
C—Henry G. DuPree, Pres.—AGC

— PALM BEACH COUNTY —

GENERAL

Arnold Construction Co.
S'te 7, Murray Bld., Palm Beach
Phone: TE 2-4267
C—W. H. Arnold, Pres.—AGC

Paul & Son, Inc.
921 Ortega Rd., W. Palm Beach
Phone TE 2-3716
C-P. D. Crickenberger, Pres.

CONCRETE MASONRY

Shirley Brothers, Inc.
N. Canal Pt. Rd., Pahokee
Phone: Pahokee 7185
C—Claude L. Shirley, Pres.—AGC
AGC assoc. NRMCA; FCPA; NCMA

PLASTERING

J. A. Tompkins
1102 North A, Lake Worth
Phone: JU 2-6790
C—J. A. Tompkins, Owner—AGC

ELECTRICAL

Arrow Electric Company
501 Palm St., W. Palm Beach
Phone: TE 3-8424
C—V. L. Burkhardt, Pres.—AGC
Assoc.; FAEC

— PINELLAS COUNTY —

GENERAL

A. P. Hennessy & Sons, Inc.
2300 22d St. N., St. Petersburg
Phone: 7-0308
C—L. J. Hennessy, Pres.—AGC

— VOLUSIA COUNTY —

CONCRETE MASONRY

Quillian's Concrete
3rd St. - F.E.C., Daytona Beach
Phone: CL 3-8113
C—Hugo Quillian, Partner—AGC
Assoc. NCMA; FSPA; NRMCA. ACI

— GEORGIA—Fulton County —

GENERAL

Beers Construction Company
70 Ellis St., N.E., Atlanta 3
Phone: AL 0555
C—E. M. Eastman, V.-Pres.—AGC



Centennial Celebration

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year. The Gold Medals were presented, one to Louis Skidmore, another to Ralph Walker, both AIA Fellows. And by far the best speech of the Convention was given by Henry R. Luce, editor-in-chief of Time, Inc., on the "Architecture of a Democracy."

The Convention closed on Friday. The morning session was highlighted with a long, but informative speech on "The New World of Economics" in which Dr. Emerson P. Schmidt, director of economics, CC of the US, shook a verbal finger at organized labor and lashed out vigorously at socialism and communism. In the afternoon, Pietro Belluschi, FAIA, Dean, School of Architecture and Planning, MIT, peered dimly and pedantically ahead to "A New Century of Architecture." The day and Convention ended with cocktails and a reception sponsored by the National Asosciation of Home Builders.

And the AIA business? It was all disposed of in two brief sessions under the streamlined procedure of cut-and-dry inaugurated last year.

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group have proved very effective.

5. *One volunteer instructor for the full Seminar.* The Chapter has been very fortunate in having MALCOLM McQUAIG of JAMES GAMBLE ROGER'S office and JAMES WINDHAM, III, AIA, of Orlando, volunteer to carry eight once a week sessions each in Steel and Concrete Design.

Evaluating the different methods of instruction is difficult. It would be best to have regular paid instructors, but they are not always available. Outside vendors provide the mechanics' view point and local limitation very well, but the backbone of any course of this kind will always be those men who are willing to give of their, in some cases, not-so-free time to help others. In this area it should be noted with a good deal of professional pride that in no case has any architect refused to help either personally or with members of his staff because of any feeling of aiding the "competition." The members of Mid-Florida Chapter have seen beyond their personal advantages to the betterment of professional service in general in their attitude toward taking part in the Seminars.

As to cost, to date a total of $127.00 has been collected from the members of the Seminar. A total of $52.00 paid out for instruction and $59.00 for administrative expenses, with the remainder held to start the program next fall. A total of 135 Seminar Units will have thus been given at an average cost of 36c per pupil unit.

Speaking personally as a member of the Seminars and as "Administrator," two points seem to be eminently clear: First, both members and instructors have acted in the highest professional sense in their participation. This can do nothing but advance the standing of all architects in the area. And second, the cooperation and enthusiasm of many minds bent on better understanding of their chosen task in life has proved more than justifying the time and effort needed to bring these Professional Seminars into being!

It is my hope that the State organization can act as a clearing house of ideas, methods and achievements for more Chapters taking part in the program.

Hedge Against Mistakes

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But a professional liability policy is based on not one, but several contingencies. It says, in oversimplified effect, *if* an architect makes an important mistake (commits a professional error, omission or negligent act); and *if* that results in liability on the architect's part (either legal or financial); and *if* that liability entails payment of damages or the expenses of litigation, the insuring company will foot the bills to the extent of the policy — even though the mistake may not have been made by the architect himself, but by someone in his employ.

Thus the new type of policy can become operative under a very broad set of possible conditions. Under its terms the insuring company will: 1 . . . Pay sums for which an architect may become liable as a result of his mistakes; 2 . . . Act for him in defending any suit which might be instituted as a consequence of his mistake; 3 . . . Pay costs of such suits; and, 4 . . . Reimburse the architect for expenses, incident to such suits when incurred at the request of the insuring company.

Broad as these terms are, however, the *field* of professional liability coverage is delineated within narrow limits. And understandably so. Such insurance is *not* concerned with other fields of insurance such as those of personal liability or property damage. It is emphatically not a substitute for any other form of insurance. But to the extent that it offers coverage in a very special field of liability in which the architect heretofore could find little or no protection, it is supplementary to other forms of insurance and thus provides a definitive solution to a professional problem of increasing practical importance.

At present that solution is not a particularly cheap one — though the question of cost is only a relative one at best. Professional liability insurance is rated individually in every instance. Though base rates will run from about 25 to 35 cents per $100, the full cost may rise sharply above the higher figure, depending upon the relative importance of various factors which must be considered in developing a rate for each professional situation.

Some of these factors are: the size of an architect's office, the volume of work done, the size and type of projects, the character of the office organization — and, of course, the history of office operation relative to litigation, claims and the frequency of the negligent acts, errors and omissions, the effects of which the new insurance policy is designed to cover. Since all these matters are subject to as much variation as there are offices, the rate must necessarily be tailored. For the same amount of coverage it may even vary substantially between two offices of the same apparent size. And it might well be higher for a smaller office doing a certain class of work than for a larger office doing work of different character but greater volume.

Right now the minimum premium runs about $150 for a minimum coverage of $25,000. Top coverage is presently set at $250,000; and in every case there is a deductible clause involved, with the minimum set at $500 and the top deductible figure subject to negotiation depending on individual preference relative to the amount of coverage and premium costs involved.

Insurance men readily admit that these premium costs are higher than those for other forms of insurance. But they point to the lack of experience relative to claims in the professional liability field. Involved also is the newness of the field itself. As acceptance of this form of insurance grows, re-insurance — now a usual practice with many common forms of underwriting — will develop, thus serving to spread risks and tending to progressively lower premium costs.

Thus, lower carrying costs for this important new type of insurance protection can be generated by architects themselves. First, of course, is the sheer force of numbers. As more and more offices buy policies, risks are spread, the incidence probability of claims reduced. Eventually, servicing costs go down and premiums can be reduced.

The other means for lowering premium costs is technical from another viewpoint. The more competent and careful an architect's office operation becomes, the less chance there is of mistakes growing into large and costly errors. And with fewer claims to service, the premium costs of any insurance company can quickly and profitably be reduced.

Twenty-Six Gain U-F Diplomas

This month the 26 young men listed below will graduate from the College of Architecture and Fine Arts at the University of Florida at Gainesville. They will be assured of a warm welcome by the architectural profession to which their diplomas have given each a probationary membership. They are fortunate in the existence of that welcome and in the professional activities which go to make it a practical opportunity as well. Practicing architects are also fortunate in the opportunity to buttress their office staffs with the fresh talent and enthusiasm these young men offer. The world of architecture needs good talent. Florida needs good architecture more than ever before.

Morton T. Ironmonger, FAA treasurer and president of the Broward Chapter, presents the FAA's Annual Scholarship Award to Don Abernathy, of West Palm Beach during the awards luncheon at the annual Student's Home Show at the U/F. The Award was a check for $250; and Abernathy, a fourth year architectural student, won it for his design of a housing unit for married students.



ALFORD, JAMES DONALD
P. O. Box 13
Bunnel, Fla.
c/o Mr. O. F. Alford

ANSON, HERBERT L.
2630 Monroe Street,
Hollywood, Fla.

BAILEY, JACK MCGEAR
623 North O Street
Lake Worth, Fla.
c/o Mr. Merle Bailey, Sr.

BORGOS, RAFAEL LUIS
Bow Street
Corozal, Puerto Rico

CANNELLA, JOHN FRANK
8112 Delaware Avenue
Jacksonville, Fla.
c/o Mr. John Frank Canella, Sr.

CHIARELLA, ANGELO JOSEPH
189 Navy Street
Brooklyn, New York
c/o Mr. John Chiarella

DANIEL, ROBERT JON
1525 Jefferson Avenue
Miami Beach, Fla.
c/o Mr. Otto Daniel

DUGAND, ROBERTO E.
Carrera 15, #36-40
Bogota, Colombia, S. A.
c/o Ormando Dugand

ENGEL, SOLOMON, JR.
Route #2, Box 344
Homestead, Florida
c/o Mr. Solomon Engel, Sr.

ESCOBAR, MANUEL
Calle 9 Norte #3-11
Cali, Colombia, S. A.
c/o Alfonso Escobar Potes

GIDDENS, IRBYE GERALD
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Lakeland, Fla.
c/o Mr. I. D. Giddens

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St. Petersburg, Fla.
c/o Mr. Edward Goldman

GREENE, STANLEY HAROLD
1336 Pennsylvania Ave.
Miami Beach, Fla.
c/o Mr. Jack Greene

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Tampa, Fla.
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MITCHELL, JOSEPH I. JR.
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c/o Mr. Jesse Luley Ruel

PATTILLO, CHARLES EVANS
3116 San Carlos
Tampa, Florida
c/o Mr. Charles E. Pattillo Jr.

PEACOCK, ROBERT CARROLL
801 Ardmore Road
West Palm Beach, Fla.
c/o Mr. R. C. Blair

RANDALL, NORMAN L. JR.
Bradford on River
Ft. Myers, Fla.
c/o Mr. Norman Leroy Randall, Sr.

SCOTT, JACK HANNER
Route 4, Box 298X
Ft. Pierce, Fla.
c/o Mr. Karl Lee Scott

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Zafer sok No. 18/4
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WEDDING, CHARLES R.
2901 Lealman Avenue
St. Petersburg, Fla.
c/o Mr. Charles Reid Wedding

Worth Looking Forward To--

That's the 43rd Annual Convention of the FAA! This year it will be held in Clearwater, gem of Florida's western sun-coast on the beautiful Gulf of Mexico . . . It will be worth every minute and every penny of your time and money. At this fitting climax to the AIA's Centennial Anniversary year, you'll reap a profit from pleasure and a dividend from professional duty . . . Plan now to attend — sure!



Convention Headquarters in Clearwater will be the Fort Harrison Hotel — comfort, good food, low prices and every facility for fun. Better get your reservation in early . . . .

43rd ANNUAL FAA CONVENTION

NOVEMBER 7, 8, 9, 1957 — FORT HARRISON HOTEL, CLEARWATER